

Subject: DT News: Best ofboundary="Apple-Mail=_36FA4755-F4A8-458D-BB87-F5D5305D8EDC"
From: "Michael Lamb" <michael@downtownnews.com>
Date: 05/02/2016 10:21 AM
To: "Henna Sherzai" <HSherzai@downtownla.com>

Hello Henna

We just released the nominees for Best of Downtown

CONGRATULATIONS!
You're a nominee in our 2016
Best of Downtown contest.

Voting Begins May 9!

Your business has been selected as a Best of Downtown nominee. We encourage you to promote your designation as a Best of Downtown nominee in your place of business and your advertising! We have provided artwork that you can download to promote your nomination and direct your patrons to "Go Vote For You." Although we do not charge to use this designation, we do ask that nominees:

- Use only approved artwork from your **nominee packet** at www.votebestof.com
- Kindly mention L.A. Downtown News Best of Downtown in radio spots.

Advertising keeps your name on the top of the public's mind! Think of the possibilities. Advertising promotes both your nomination and this contest to the public.

Try some creative marketing campaigns and advertisements using the Best of Downtown logo. Most nominees know that the Best of Downtown is a powerful marketing tool and use it at every possible opportunity.

Again, congratulations!

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